

 Hollywood
Property Owners
Alliance

Thaddeus Smith
President
The Music Box @
Fonda

Ron Radachy
Vice President
Oasis of Hollywood

Michael Gargano
Secretary
Argent Ventures
LLC

Frank Stephan
Treasurer
The Clarett Group

Greg Angelo
METRO

Aziz Banayan
Algert Co. Inc

Chris Bonbright
Whitley Court
Partners

 Jeffrey Cohen
Gatehouse Capital

Nathan Korman
NBK, LLC

Jose Malagon
Hollywood Media
Center

Jan Martin
AMDA

Jim McPartlin
W Hollywood

Tej Sudher
Hollywood
Guinness Museum

John Tronson
Tronson
Investment Group

Monica Yamada
CIM Group, Inc.

 Kerry Morrison
Executive Director

October 30, 2009

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA

SUBJECT: Fourth Quarter Report: October 1, 2009 through December 31, 2009

As is required in our Agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The board reviewed and approved the 2010 Budget and the Program Planning Report for 2010 at the November meeting. The budget was predicated upon gross assessment billings of \$3,437,434. This year, no CPI inflator was instituted by the HPOA Board of Directors. The revenue budget is further adjusted by the following factors: (a) the anticipated cash roll-over from 2009 is estimated at \$100,00 (b) modest interest revenue of \$7,600.
- Jim McPartlin, representing the W Hotel and Residences, was seated at the October 2009 board meeting. He replaced Shawn Ingram of My Friend's Place. Don Jacinto, of the Roosevelt Hotel, resigned from the board in December. That seat will be filled in the new year.
- New officers for the 2010 year were elected at the Annual Meeting of the HPOA on November 19, 2009. They are: Thaddeus Smith, President; Ron Radachy, Vice President; Michael Gargano, Secretary; and Frank Stephan, Treasurer. Directors re-elected to three-year terms included: Ron Radachy, Thaddeus Smith, Frank Stephan, Tej Sundher and John Tronson.

II. Security

- The Board, at the recommendation of the Security Committee, approved the purchase of tasers for the BID Security officers at their October 21, 2009 meeting. The tasers will be owned by Andrews International, but the Hollywood Entertainment District BID security budget will pay 1/3 of the cost of the tasers (five will be purchased to be shared by three two-man teams). The total cost of the tasers along with the extended warranty is approximately \$7,400 and the costs will be amortized against the remaining length of the contract. This action culminated several months of research by Security Committee members and staff to review non-lethal use of force options for the BID security officers.
- BID staff and the security director met with property owners representing McDonald's and the Guinness Museum on December 7 to discuss ongoing problems they are having with

aggressive tour guides accosting pedestrians and parking kiosks on the sidewalk and tour busses in the parking lane. It was decided that the two businesses would take extensive video tape of these sidewalk occurrences during the week between Christmas and New Year's to edit into a mini documentary to show the nature of the problem, for presentation to city officials.

- Steve Seyler, Security Director for Andrews International, presented year-end statistics for security activities in the Hollywood Entertainment District: 787 Total Arrests; 2,434 Radio Calls; 3,088 Business Contacts; 450 assists to LAPD; and 1,346 Homeless Referrals.

III. Streetscape

- On November 9, staff met at the site of the soon to be constructed Vine Street Parking Garage, with Mitch O'Farrell and Angela Motta of CD 13 and Lance Oishi of the Bureau of Engineering. The purpose was to discuss the community's desire to see a CBS Outdoor public toilet installed in the structure. It was agreed that a "pad" would be installed with the requisite plumbing, sewer and electrical, so that when an APT unit was available, it could be easily installed.
- On October 19, staff conducted a walk-through of Wilcox, from Sunset to Yucca, to document instances of broken infrastructure and other conditions that require repair or removal by the city. Accompanying staff on the walk were representatives from Council District 13 and a staff member from the Bureau of Engineering. The goal is to identify things that the city could pay for, private owners could pay for, or a combination of the both.
- In November, staff conducted a walk-through of the side and back streets of the BIDs to identify potential locations for trees to be planted. This was done in consultation with Diane Scanlan, landscape architect. Approximately 81 sites were located. Next steps involve talking with the city, and issuing an RFP to seek a contractor
- At the December meeting, the board authorized the purchase of approximately \$2500 worth of new Hollywood Public Patio furniture for the Boulevard.

IV. Marketing Issues

- At the November 10, 2009 meeting, the Board approved the \$25,000 allocation for their Share of the Demographic Research project (total cost \$50,000). The kickoff meeting is scheduled for December 10.
- The Hollywood U Media Tour, scheduled for October 8, 2009, was cancelled due to a lack of media who signed up in advance. However, the Hollywood U brochure, featuring all the postsecondary institutions in Hollywood, was prepared and distributed both to the media, and to all the participating institutions.

V. Other

- Staff invited HPOA Board members to a briefing session re/ the Hollywood Community Plan, held in the HPOA offices on October 14.
- Over the course of the quarter, the executive director was involved in three meetings with the staff of city councilmembers: Cecelia Cabelo of Garcetti's office; Jennifer Rivera of Hahn's office; and Edward Johnson of Wesson's office to discuss the proposed Municipal Lobbying Ordinance. The position of the BID Consortium is to seek an exemption of BID organizations and BID staff from the lobbying ordinance.

Hollywood Property Owners Alliance

Annual Limits & Year-To-Date Totals Quarter Ending December 31, 2009

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	3,381,641	3,348,633				
Delinquency	169,082			33,008		
Interest Income	-					
City Fees	33,558			34,022	-	
Contingency	30,000		-	8,000	-	
Administration	167,520		45,030	154,887	-	
Security	1,600,000		469,581	1,567,995	-	
Maintenance	985,000		324,617	980,778	-	
Personnel	314,500		103,741	347,837	-	
ED&C/Marketing	100,000		22,514	55,175	-	
TOTAL	3,230,578	-	965,484	3,148,694	-	

Other income (not included above):

DWP Grant	-
Assessment penalties income	2,087.79
Interest-LA City	-
Interest-other	5,215.23
Total other income as of December 31, 2009	<u>7,303.02</u>